

On the Frontlines

Adult smoking rates decline

Secretary of Health Mary Selecky and Gov. Gary Locke recently announced a 12 percent drop in the number of adult smokers in Washington since the Tobacco Program began in 2000.



That translates into about 115,000 fewer smokers statewide, and will amount to an estimated \$1.4 billion in future cost health care savings. Based on the 2003 Behavioral Risk Factor Surveillance System (BRFSS), Washington's 19.7 percent prevalence of adult smoking ranks 10th lowest in the nation. The national adult smoking prevalence is 22 percent.

The 12 percent drop was reported on in 50 newspapers, television and radio stations, and Web sites across the state.

For more information, [read the release](#).

Pierce County smoking ban heads to state Supreme Court

Pierce County's countywide ban on indoor smoking in public places and places of employment will be argued in front of the state's highest court Nov. 16.

Tacoma-Pierce County Board of Health and Tacoma-Pierce County Health Department will present the legal merits of the ban before the Washington State Supreme Court in Olympia on Nov. 16 at 1:30 p.m. A ruling is not expected for several months.

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Last December, the Tacoma-Pierce County Board of Health unanimously approved the ban, citing the impact of secondhand smoke on the county's 19,000 registered food and alcohol servers.

Subsequently, the Entertainment Industry Coalition challenged the ban, and in June the state Court of Appeals put the ban on hold. The stay did not address the underlying legal issues, but opened the door for bars, restaurants and mini-casinos to allow smoking again.

For more information, visit the Tacoma-Pierce County Health Department [Web site](#).

Disparities contractor provides 'first step' to more understanding

Seattle-based Verbena, the Tobacco Program's contractor serving the lesbian, gay, bisexual, and transgendered (LGBT) community, recently met with the Safe and Drug Free Schools Department of Educational Service District 123 (serving Franklin, Walla Walla, Asotin, Columbia, Benton, Adams, and Garfield counties) at a district staff retreat. The presentation was the first step to a new level of awareness and dialog on issues affecting gay youth.

Kelly Bolson, the district's tobacco prevention coordinator says the "coming out" testimonials from two youth were particularly meaningful to the educators. LGBT youth face a variety of complex issues and are at high risk of tobacco, alcohol, and drug use. The presentation helped dispel myths about gay youth, Bolson says.

The opportunity to increase awareness may not have taken place if Bolson hadn't met Verbena's Executive Director Mary Dziejewczynski at a Tobacco Program meeting of Educational Service District contractors. "I was impressed with her warmth and professionalism. I felt comfortable bringing her to my peers," Bolson says. That connection made all the difference.

"Many times it isn't because our contractors aren't interested or willing to work with diverse communities, but often that they don't know how to begin or who to talk to," says Dave Harrelson, Tobacco Program contract manager. "That barrier was removed because both are Tobacco Program contractors and had that as a starting point for discussion. It was one contractor helping another."

For more information, contact Dave Harrelson at 360-236-3685 or david.harrelson@doh.wa.gov.

Clallam County properties to go smoke-free

The Clallam County Board of Commissioners unanimously passed an ordinance last month that prohibits smoking on county owned and leased properties, effective in December, thanks to the efforts of Clallam County Health and Human Services. The ordinance prohibits smoking in all county workplaces, except in designated areas authorized by the board, and directs the county fair board to designate "smoke-free zones" at the fairgrounds. County parks are not covered by the ordinance.



The ordinance was crafted by Rachel Anderson, the county tobacco prevention and control specialist, in coordination with the county attorney, and was modeled on a similar ordinance in Kitsap County.

Anderson credits the success in passing the ordinance to a receptive Board of Commissioners – all three of whom are non-smokers – and the advocacy efforts of the Clallam County Public Health Advisory Committee, Clallam County Board of Health, and the Clallam County Prevention Works! Community Coalition. Diligence in coordinating meetings with involved parties and keeping on top of the board’s meeting agenda are critical to success as well, she says.

For more information, contact Rachel Anderson at 360-565-2608 or randerson@co.clallam.wa.us or Tom Wiedemann at 360-236-3643 or tom.wiedemann@doh.wa.gov.

Hot Topics

Voters increase cigarette taxes in three states; back smoke-free measures

Read the Campaign for Tobacco Free Kids [media release](#).

Uncertainties in landmark tobacco trial

Legal experts agree that the success of the U.S. government's \$280-billion racketeering lawsuit against tobacco companies could depend on a number of developments outside court. Read the Joint Online Together [report](#). Read Joint Online Together’s [latest report](#) on the trial.

Courts set to hear multi-billion-dollar tobacco cases

Read the Joint Online Together [report](#).

Candy-flavored cigarettes

Read the Campaign for Tobacco Free Kids [report](#) about Big Tobacco's latest ploy to addict kids.

Need to Know

For frequent updates on Need to Know information for Tobacco Program contractors, visit the contractor resources Web home page, which is linked to the main CATALYST Web page.

Worksite health and productivity researcher hired

Scott Pritchard has been hired to lead Community and Family Health division research into how the agency can help employers cost effectively improve the health of their employees. The research will cover nutrition, physical activity, and tobacco cessation, and will be oriented toward changing the policies of small- to medium-sized businesses. Later phases will include development and implementation of an action plan.

Pritchard, who has a master’s degree in nutrition, spent 12 years in health promotion and disease management at Premera Blue Cross. He also has a private practice as a nutritional consultant, and has served adjunct positions at several colleges and universities.



For more information about working with employers on wellness policies, contact your contract manager.

Redesigned Web sites

As part of continuous quality improvement efforts, the Tobacco Program launched redesigned public and contractor Web sites in September. Both of the sites were reorganized to be more user friendly and provide easier access to information.

The public site is organized around the four program goal areas of cessation, youth, disparities, and secondhand smoke, and focuses on the information needs of the general public. A special “[classroom](#)” section provides a variety of tobacco use and prevention information for students and others. The public site homepage URL is still www.doh.wa.gov/tobacco.

The contractor site is also organized along the program goals areas but includes much more detailed and in-depth information, including all of the contractor data and information contained on the previous version of the site. Each of the four goal areas has its own “home page” with links to a variety of the most commonly requested information. Access the contractor site through CATALYST.

For more information, contact Terry Reid at 360-236-3665 or terry.reid@doh.wa.gov.

2004 Washington State Prevention Summit a success

The 20th annual Washington State Prevention Summit in Yakima, October 21-23, was a great success! The theme of “Action into Passion” was clearly evident in the workshops and other activities, and there was an increase in youth participation well beyond expectations – 600 youth were among the 1,000 participants.

Thanks to the outstanding efforts of the Youth Planning Team and Jessica Galuska of Thurston Together!, the youth were treated to youth-led workshops on a variety of topics related to substance abuse prevention, skill building, advocacy and action, and other teen health and well-being topics. The Secondhand Smoke Community Assistance Project assisted with developing six of the sessions. Next year, youth workshop options will be expanded even more to accommodate the many youth attendees.

It was great fun and powerful to see all those youth on the streets of Yakima Friday afternoon promoting teens as the key to the youth substance abuse prevention solution!

Adult workshops covered cessation, youth access, media advocacy, tobacco control in tribal communities, and policy advocacy education. One of the highlights of the summit was youth motivational speaker Kenya Masala. On Friday morning, Kenya had over 1,000 people beating the tables with drum sticks, along with other creative activities, to energize folks for the task at hand: addressing youth substance abuse prevention.

For additional information, contact Tom Wiedemann at 360-236-3643 or tom.wiedemann@doh.wa.gov.

New cessation media campaign begins production

The 2005 cessation media campaign is slated to kick off with television and radio ads in January, followed by billboard, transit, and non-traditional ads in April. Filming of television ads began this month.

The goal of the campaign is to reach the target audience at the point of purchase or when they're thinking of lighting up – and remind them to fight the temptation. It is directed at ages 18-49, with some college education or less, and those in the active, contemplative, or pre-contemplative phase of quitting.

Building from last year's theme of positive reinforcement and encouragement, the new campaign goes one step further by adding an element of empathy and empowerment. The ads encourage potential quitters to fight their urges and cravings with the knowledge that these habitually strike throughout the day. Each ad tells viewers that Tobacco Quit Line is there to help, indicating they'll receive help from people who have successfully quit.



A production crew films a new cessation campaign ad on location in Seattle.

This positive approach resonated well with focus group participants who indicated they were tired of guilt-inducing ads.

One of the TV ads depicts a single cigarette – representing the cravings that a person who is trying to quit smoking feels – stalking the main character. Filmed with a sense of humor, but in the style of a horror film, it is both empathetic and ultimately triumphant. The ad closes with a friendly voice encouraging viewers to call 877-270-STOP or visit quitline.com.

Another ad shows the urge to smoke, represented as a taunting twin of the main character. This body double – like a craving – antagonizes the character at unpredictable moments, whether he is shaving, preparing a cup of coffee, or walking to work. Again, at the close of the ad an empathetic voice is heard directing viewers to call or visit the quit line Web site.

Non-traditional ads to be developed include matchbooks, gas station signs, and window clings.

For more information, contact Terry Reid at 360-236-3665 or terry.reid@doh.wa.gov.

Web sites help student researchers and reporters

The new “High School Newspaper Bureau” section on UnfilteredTV.com helps young journalists get tobacco issues into the headlines of their school newspaper. [Check out the new story ideas, fact sheets, clip art, and more.](#)



Students can also find a variety of tobacco use and prevention information on the Tobacco Program’s Web site, www.doh.wa.gov/tobacco. Click on the “[Classroom](#)” page under “Hot Topics” in the right sidebar.

CDC grant to boost Tobacco Quit Line services to 18- to 29-year olds

The Tobacco Program recently received a \$162,000 enhancement grant from the Centers for Disease Control and Prevention to provide free nicotine replacement therapy to Tobacco Quit Line callers ages 18 to 29. A comprehensive communications campaign, to launch late this year, will promote the new service and drive callers from the high-risk demographic to the quit line.

The campaign is under development, but likely will include distribution of materials at strategic community locations; media coverage by mainstream, alternative, and college newspapers, radio, and television stations; print and broadcast public service announcements; promotional events at locations frequented by the target audience; and Web promotions. The Tobacco Program is also considering creating a unique “brand” for this campaign that will differentiate it from other quit line promotions.

For more information, contact Julie Thompson at 360-236-3722 or juliet.thompson@doh.wa.gov.

Quit Line targets smokeless tobacco users

The Washington Tobacco Quit Line has launched a new effort to meet the cessation needs of users of smokeless tobacco.

Two new booklets offer current evidence-based information to help a smokeless tobacco user understand their dependence on smokeless tobacco and successfully quit. *Enough Snuff: A Guide for Quitting Smokeless Tobacco* and *Spit Tobacco: A Guide for Quitting* will be distributed to quit line callers depending on their tobacco usage patterns.



Enough Snuff is a 56-page comprehensive, step-by-step guide developed by Herb Severson, senior research scientist at Oregon Research Institute. *Spit Tobacco* is a detailed 23-page guide to quitting smokeless tobacco developed by the National Cancer Institute and the National Institute of Dental and Craniofacial Research.

For more information or samples of the kits, contact Julie Thompson at 360- 236-3722 or juliet.thompson@doh.wa.gov.

Strategic priorities planning wraps up

A yearlong process to set the strategic direction for the tobacco prevention and control movement in Washington has concluded with recommendations for the four program goal areas. Last November, the Tobacco Program convened more than 40 state agency staff and stakeholders to develop priorities to guide statewide activities of the program and its partners over the next three to five years. The recommendations will be used to update the Tobacco Council's 1999 *Tobacco Prevention and Control Plan for Washington State*. The updated publication is expected early next year, as is a Web site and PowerPoint presentation for partners to use in presenting the work to communities and organizations.

For more information, contact Terry Reid at 360-236-3665 or terry.reid@doh.wa.gov.

Youth campaign spreads far and wide

The Tobacco Prevention and Control Program's newest youth media campaign is now in full swing with ads running in a variety of venues in order to reach the most vulnerable youth. Traditional advertisements are running on television, radio, transit, billboards and online. Non-traditional items are also in the mix: in October, tattoos were distributed at movie theaters, postcard stickers were distributed at YMCA's and Boys & Girls Clubs, and signs (above) were put up at skateboard parks and skating centers. [View the ads.](#)



For more information, contact Terry Reid at 360-236-3665 or terry.reid@doh.wa.gov.

Kick Butts Day's 10th Anniversary

On April 13, 2005, thousands of youth in every state and around the world will STAND OUT...SPEAK UP... and SEIZE CONTROL in the fight against Big Tobacco. Mark your calendars for the 10th anniversary of Kick Butts Day, the Campaign for Tobacco Free Kids annual celebration of youth advocacy, leadership, and activism. Registration information, a free activity guide, and lots of other stuff are available at www.kickbuttsday.org.

Presentations at National Tobacco Control meeting

The Tobacco Program made two presentations at the National Tobacco Control Meeting hosted by the Centers for Disease Control, Office of Smoking and Health in Atlanta on October 19-20. Terry Reid along with Deborah Parker, tobacco coordinator for the Tulalip Tribe, and Eloise Gray, health educator with Snohomish County Health District, presented a story of the developing partnership that bridged the cultural gap between organizations. Eloise and Deborah had delivered this presentation earlier in October at the Washington State Joint Conference on Health and presented at Tobacco Program conference in March. Paul Davis and Stacy Scheel presented on the program's work of supporting communities in their development of strategic plans. Both sessions were well attended and generated much interest for the session participants.

For more information, contact Terry Reid at 360-236-3665 or terry.reid@doh.wa.gov

Secretary Selecty addresses physicians group

Secretary of Health Mary Selecty discussed tobacco use and women's health in a speech at CHEST 2004, the 70th annual international scientific assembly of the American College of Chest Physicians last month in Seattle. She also participated in a panel discussion on the Master Settlement Agreement, speaking about how Washington State has successfully used settlement funds to reduce the prevalence of smoking in the state.

For more information, contact Paul Davis at 360-236-3642 or paul.davis@doh.wa.gov.

Youth media trainings a success

In early October, the Tobacco Program's media relations contractor, GMMB, presented media trainings in Pierce and Clark counties. The trainings are part of an ongoing effort to educate youth advocacy teams on changing local policy, such as working with schools to enforce tobacco control or encouraging local businesses to go smoke-free, and attracting media attention to tobacco issues. GMMB will be presenting for Benton/Franklin and Spokane counties in the coming weeks.

On October 6, the Clark County Health Department hosted a daylong training at the Water Resource Center in Vancouver for 70 students and a dozen adults from Cowlitz and Wahkiakum counties. On October 8, the Tacoma-Pierce County Health Department hosted a training for approximately 30 youth and adults from the community who were working on advocacy projects.

For more information, contact Tom Wiedemann at 360-236-3643 or tom.wiedemann@doh.wa.gov.

SHSCAP update: What's new on the road to clean air

The Secondhand Smoke Community Assistance Project reports new developments on several fronts:

- **Survey of Hispanic/Latino population** – SHSCAP is assisting the Washington Association of Community and Migrant Health Center with a survey instrument to assess levels of awareness within the Hispanic and Latino populations regarding the dangers of secondhand smoke.
- **National Conference on Tobacco or Health** – SHSCAP recently submitted an abstract for the National Conference on Tobacco or Health in Chicago in May 2005. The session will highlight some of the partnerships and types of technical assistance that have been provided, specifically highlighting the many various ways to change policy in Washington. For more information, visit the [national conference Web site](#).
- **Smoking restrictions on ferries** – Clarification on smoking restrictions on privately owned ferries in Washington State soon will be posted on the SHSCAP pages of the contractors' Web site.
- **Washington State Prevention Summit** – SHSCAP assisted with the coordination of six sessions at the Washington State Prevention Summit in Yakima last month (see [related article](#) in this issue).

For more information, contact Tammie Shaw at 509-444-3088, ext. 237, or tammies@hipspokane.org.

O2 magazine

Submissions to the next issue of O2 magazine are due December 1. The theme for the holiday issue will be youth advocacy. For more information, go to www.unfilteredTV.com and click on O2 magazine.

National quit line access number

A new national toll-free telephone number, 1-800-QUIT-NOW, automatically connects callers to the quit line in their state, based on the area code they are calling from. Any Washington resident who calls the national quit line number will automatically be connected to Washington Tobacco Quit Line (1-877-270-STOP). The national toll-free number, developed by the federal Department of Health and Human Services, provides another way for Washington residents to connect to free cessation services.

For more information, contact Julie Thompson at 360-236-3722 or juliet.thompson@doh.wa.gov.

Resources

Assistance with strategic planning available

Technical assistance is available to support contractors in strategic planning efforts. Contact the Tobacco Prevention Resource Center if you need:

- Assistance with how to structure your strategic planning process.
- Assistance soliciting input from key stakeholders.
- An outside facilitator so that you can more fully participate in your strategic planning meeting.



Technical assistance is also available to support, in general, the development and implementation of effective tobacco prevention and control programs and policies. Examples of technical assistance include:

- Policy advocacy for adult and youth leaders.
- Implementing a tobacco prevention and control mini-grant program.
- Grant prospecting and grant writing.
- Policy advocacy and strategic communication.
- Alternatives to school suspension.
- Tobacco coalition member recruitment and retention.

For more information, contact Wendy Nakatsukasa-Ono at 206-447-1755 or wono@jba-cht.com or access the technical assistance page on the [TPRC Web site](#).

Health Education Resource Exchange

The Health Education Resource Exchange (H.E.R.E.) is a clearinghouse of public health education and health promotion projects, materials, and resources in Washington. The site is designed to help community health professionals share their experience with colleagues around the state. For downloadable tobacco prevention posters and other materials, go to [H.E.R.E.](#)

Americans for Nonsmokers' Rights updated materials

Americans for Nonsmokers' Rights has revised the following:

Secondhand Smoke: The Science –

www.no-smoke.org/ets.html

Secondhand Smoke: Worker Health –

www.no-smoke.org/shsworkerhealth.htm

Secondhand Smoke: Tobacco Industry Attacks –

www.no-smoke.org/shsattacks.htm

Patron Surveys and Consumer Behavior –

www.no-smoke.org/patronsurveys.html

The Economic Impact of Smokefree Ordinances –

www.no-smoke.org/economia.html

Ventilation and Air Filtration: The Science –

www.nosmoke.org/ventilationfactsheet.html

Ventilation and Air Filtration: What Air Filtration Companies and the Tobacco Industry are Saying –

www.no-smoke.org/ventilationquotes.htm

Sustaining State Programs for Tobacco Control: Data Highlights, 2004

Center for Disease Control's report provides state-based information on the prevalence of tobacco use, health impact, second-hand smoke policies, and associated costs for all 50 states and the District of Columbia. View the [report](#).

Closing the Gap on Youth Tobacco Use

The Transdisciplinary Tobacco Use Research Center at the University of California, Irvine has released a collection of findings based on almost five years of national research on youth tobacco use. The report includes data about the ways young people can become vulnerable to tobacco and the factors that contribute to tobacco dependence. View the [report](#) in PDF.

Online Newsletters

[Streetheory](#) – American Legacy Foundation's new youth activism site

[Preventing Chronic Disease](#) – Centers for Disease Control's online e-journal (click on subscriptions)

[O₂ magazine](#) – Teen Media Futures, educates youth on the issues and industry targeting (located on the unfilteredtv.com site)

[Tobacco Free Press](#) – Association of State and Territorial Health Officials, bimonthly

[TTAC Exchange](#) – Tobacco Technical Assistance Consortium, quarterly tobacco control newsletter

Tobacco Prevention & Control Program Clearinghouse

Roberta Golden

360-236-3966

tobacco.clearing@doh.wa.gov

Improvements Underway!

A work group convened in October to evaluate items stocked at the dearinghouse has recommended discontinuing a number of them, and a clearance is underway. An updated list of dearinghouse items will be available to contractors later this month.

Other improvements:

- Stocks of high-demand items are being increased
 - Ordering limits on most items are being eliminated.
- Requests for extra-large orders will be discussed, in consideration of the dearinghouse budget and need to serve the entire state. Please don't stockpile items.
- The Tobacco Program and Tobacco Prevention Resource Center are looking at gaps in the variety of items that the clearinghouse stocks. Please send Carla Huyck samples of any items your agency has created or ordered from a vendor that you think should be included in the dearinghouse inventory.

In January the dearinghouse work group will reconvene and review the list of items that have been identified to fill the gaps and provide recommendations. More details will be coming!

For more information, contact Carla Huyck at 360-236-3678 or carla.huyck@doh.wa.gov, or Roberta Golden at 360-236-3966 or tobacco.dearing@doh.wa.gov.

Other Online Resources

American Cancer Society – www.cancer.org

American Heart Association – www.americanheart.org

American Lung Association – www.lungusa.org

Americans for Nonsmokers' Rights Foundation –

www.no-smoke.org

Asian Pacific Partners for Empowerment and Leadership –

www.appealforcommunities.org

Centers for Disease Control, Office on Smoking or Health –

www.cdc.gov/tobacco

National African American Tobacco Prevention Network –

www.naatpn.org

National Center for Tobacco-Free Kids – www.tobaccofreekids.org

National Latino Council on Alcohol and Tobacco Prevention –

www.nlcntp.org

Policy Advocacy on Tobacco and Health/The Praxis Project, Inc. – www.thepraxisproject.org

Teen Health and the Media, University of Washington/Washington Department of Health –

www.depts.washington.edu/thmedia

Tobacco Technical Assistance Consortium – www.ttac.org